

Effective B2B Marketing Strategy

The training **“Effective B2B Marketing Strategy”** provides a practical introduction to building a coherent marketing strategy in B2B organizations, with a clear focus on supporting sales and driving revenue growth. Participants will learn how to design a marketing and sales funnel aligned with the real purchasing process of B2B customers, and how to select the right content, channels, and marketing tactics for each stage of the journey.

During the training, key elements of the marketing lifecycle will be discussed — from the first interaction with the brand, through lead nurturing, to supporting sales and retaining customers using tools such as websites, email marketing, and paid campaigns. An important part of the program also focuses on practical collaboration between marketing and sales teams, including defining shared goals, responsibilities, and performance metrics.



Training recipients

The training is designed for Marketing Managers, Heads of Marketing, and professionals responsible for marketing strategy in B2B companies who want to structure their marketing activities, better align them with the sales process, and improve the effectiveness of lead generation and management. The program will be particularly valuable for professionals working in organizations where close collaboration between marketing and sales is essential to achieving business goals.



Benefits

- Understanding how to align the marketing funnel with the real B2B customer buying process
- Ability to select the right content and marketing tactics for each stage of the funnel

- Knowledge of how to design a marketing lifecycle that integrates the website, email marketing, and paid advertising
- Improved collaboration between marketing and sales through clear roles and responsibilities
- Ability to plan marketing activities that directly support sales goals
- Practical insights on optimizing marketing activities in a B2B environment



Training program

1. B2B Marketing Specifics and the Sales Funnel

- Key characteristics of B2B marketing and their impact on the sales process
- The role of marketing and sales at each stage
- The marketing lifecycle

2. The Marketing-Sales Funnel in B2B

- Funnel stages and the customer decision-making process
- Customer touchpoints with the brand
- The role of content marketing at each stage of the funnel
- Marketing vs. sales - responsibilities and the moment of lead handover

3. Content Marketing in the Sales Funnel

- Content for the awareness stage (education and problem awareness)
- Content for the consideration stage (comparisons, expertise, credibility)
- Content for the decision stage (case studies, offers, sales arguments)
- Sales enablement content that supports the sales team

4. Content-Driven Marketing Lifecycle

- The website as the central hub of content marketing
- Lead magnets and content for lead generation
- Email marketing and content used in lead nurturing
- Advertising campaigns supporting content distribution
- Post-sales content: onboarding, retention, and customer growth

5. Marketing-Sales Collaboration Around Content

- Defining MQL and SQL together
- How marketing can practically support sales through content
- A process for collecting feedback from the sales team
- KPIs and performance metrics for B2B content marketing

6. Summary and Implementation Recommendations

- How to structure a B2B marketing and content marketing strategy
- Common mistakes and best practices
- Next steps after the training



Expected preparation of the participant

Participants should have a basic understanding of the current processes and campaigns within their organization, both in **sales and marketing**.



Duration

1 days / 8 hours

Language

Training: english

Materials: english